

**Kentucky Council for the Arts
Community Meetings
Lexington – October 29, 2002**

GOAL 1. LIFELONG EDUCATION IN THE ARTS IS PROVIDED.

Question 1. How does this goal relate to or address any of the issues listed below?

- Festivals and activities that bring communities together. Sense of community
- Education in the arts builds diversity; expands consciousness
- Art encompasses day to day activities
- Multiple uses of art
- Art as a priority
- Broaden definition of art
- Grass roots approach to enhance arts
- Public awareness
- Determine needs by asking right questions
- Creative approach/environment to problem solving; rich artistic communities
- Survey – gather data on how arts are basic to our audience's life

Question 2. How can I, or my organization, contribute to progress on this goal?

- Bring community before educational group
- Partnering with multiple generations
- Community centers for education
- Explore all partnering opportunities
- Broaden definition of art education
- Educate children through parents
- Break down barriers – cultural, class, and age
- Multiple levels challenge groups at risk
- Use of public resources – libraries
- Encourage growth
- Advocacy groups

GOAL 2. THERE IS EFFICIENT STATEWIDE DELIVERY OF ARTS PROGRAMS AND SERVICES.

Question 2 and 3. How can other individuals or organizations, other than the Kentucky Arts Council contribute to progress on this goal?

- Expand beyond immediate community
- Utilize all levels of art in marketing
- Use media for marketing
- Volunteerism on all levels
- Provide for alternative lifestyles
- Make available resources known and provide mechanism
- Involve business and industry in sponsorships
- More adult venues
- Statewide partnering
- Statewide programming

Question 4. How can the Kentucky Arts Council contribute to progress on this goal?

- Develop patrons
- Circuit riders
- KPAN
- Lead cooperative statewide initiatives
- Help groups market themselves better
- Promote sale of Kentucky art to public organizations

GOAL 3. ARTISTS LIVE AND WORK IN A SUPPORTIVE ENVIRONMENT.

Questions 2 and 3.

- Enhance local support of individual artists
- KAC establish example of support
- Percentage for art
- Need artists at all levels of administration
- More money for individual artists
- Grants

Question 4. How can the Kentucky Arts Council contribute to progress on this goal?

- Capacity building grants matching funds
- Encourage corporate sponsorship for individual artists

GOAL 4. THE ROLE OF ARTS IN SOCIETY IS VALUED AS BASIC TO LIFE.

Question 2 and 3..

- Generosity of artists needs to be acknowledged
- Communities recognize how valuable artists are to community
- Document testimonies, art works
- Lease artwork program usage fee
- Partnering through creative programs
- Follow the rules
- Increased exposure vs. marketing
- Develop importance

GOAL 5. PUBLIC POLICY IS FAVORABLE TO THE ARTS IN KENTUCKY.

Question 2 and 3.

- School programs to lead educational approach.
- Unity among arts organizations when approaching legislatures
- Develop public arts campaign
- Support candidates who support the arts
- Legislation for percentage of budget to arts
- Involve legislators on all levels
- Translate economic impact of arts to raise interest from legislatures

Small Group – Goal 1 Lexington – October 29, 2002

GOAL 1. LIFELONG EDUCATION IN THE ARTS IS PROVIDED.

Funding --Why are they not here?

Use of UK studios – workshops; Fine Arts Institute

Small groups

Community Ed classes

After school programs

Community Centers

Family events

Children's Museum; Senior Citizens

Young people need opportunity to contact arts

Demonstrations vs. actually trying

Mandatory art education

Artists volunteer time

Way to fund presentations to reimburse artists

Corporations partner with schools

Partners across America

Standards – KERA

Need for curriculum/standards

Self motivation

Diversity of opportunities

Arts Council

Sell the community on the arts

Sales jobs

Adults – classes available, not attended

Education level

Speakers – performers lists

Identify sources of funding

Work to:

Emphasis on life long

Intergenerational/Retirement communities

Hook at young age

Small Group – Goal 2
Lexington – October 29, 2002

GOAL 2. THERE IS EFFICIENT STATEWIDE DELIVERY OF ARTS PROGRAMS AND SERVICES.

Small groups have trouble competing for money

State markets arts poorly

Insufficient to sustain programs without constant marketing material

Cultural heritage tourism

I-27 Yard Sale – Word of mouth

Kentucky School of Craft; artisan center at Berea – State unaware of these two projects

Important for people to know why state is putting money in arts and crafts

Big corporations unaware of why they should support the arts

Feasibility study for supporting arts and crafts of our heritage.

Richard Florida – Lexington one of top 10

Lexington Children's Theater

Don't market themselves statewide

Plan to call local newspaper

Intern will send letters to state reps of where they are touring

KMEA very important; also schools

Want to see assessment changed to performance

Those who will give money to arts must experience the arts

We need to get arm-in-arm with all groups and schools to provide arts experiences and to contact those who make decisions.

Artists in Schools – in all schools

Convince the state to support art more.

Include Visitors and Tourism Bureau

Partnerships – need to promote more

Small Group – Goal 3
Lexington – October 29, 2002

GOAL 3. ARTISTS LIVE AND WORK IN A SUPPORTIVE ENVIRONMENT.

IA are not consulted as to basics

Need real resources (facilities, materials, money)

Non artists/business need to be informed about the arts in the region

Artists are a means to revitalize the downtown area

Business community needs to treat artists well – offer grants and low-interest loans – look at what's going on around country

Artist spaces should be found for shared spaces

Don't leave out auxiliary folks – technicians, etc.

Increase participation in the arts by getting KAC to balance support for artists as well as support for other art structures

Our own city should be more friendly toward emerging as well as established artists (Community Arts Forum is one example)

Tax breaks, easement breaks to bring artists out into the community

Grant money isn't enough – we need to develop audiences – people need to buy art.

Need to reach non-artists through marketing and public relations

Encourage people to buy art, not just feed off of the artists (gallery receptions), educate people to buy art from living artists

Audience needs to be informed through advertising – Buy Art From Local Artists

Need more exhibition space in downtown Lexington for alternative art that is not necessarily economically viable

Lexington artwork is as good as art in other areas

Rental program for community – This exposes people to various art work.

Major way to achieve Goal 3:

- Artists need better marketing to build a larger audience
- Artists need city support in terms of zoning favorable to the arts. State codes favorable to artists and support from landlords
- Need artist representation at all levels of discussion, i.e., artists should be on boards of directors
- Tourism and a creative environment go hand-in-hand

**Small Group – Goal 4
Lexington – October 29, 2002**

GOAL 4. THE ROLE OF ARTS IN SOCIETY IS VALUED AS BASIC TO LIFE.

What's life without art?

Provide creative thinking

Public art – outside the box

Thriller

Accessible

Arts district

Public space

Street involved

Taste

Educate and breakdown roles

Respect

Class; intergenerational

Mentor is a vehicle

Alternative

Non-intimidating

Exposure – support of media

Find an angle that you can relate to

- Dance, performing arts

- Ownership

- Relationship with artist to make it personal

- Tours

- Ambassadors

- Develop arts community

Reach casual observation

Grass Roots – word of mouth marketing

Target audience

Exposure to all forms of art crucial

Public arts inter-generational

Educational programs through schools

Break down barriers

**Small Group – Goal 5
Lexington – October 29, 2002**

GOAL 5. PUBLIC POLICY IS FAVORABLE TO THE ARTS IN KENTUCKY.

Need clarification of wording/what is public policy?

Funding at local level – local official is here to look at how arts can tap into local funding

Growth of organizations regionally not just surrounding counties but further out. Public policy –

supporting that from NEA on down is critical

Each community is made up of its own citizenry and those people alone should have the say in their public policy.

Role of Arts Council is to nurture these groups – new ways of funding these groups – help in how to do that.

Balancing capitol investment vs. personal expression

Arts building specific to its use?

KAC to discuss what culture is – need for common language

Not just case of funding, but challenging community standards

Educate people about what culture can be

Public policy shifting towards grass roots arts? What is the definition of that? Community art vs. personal art...

Public policy needs to address the dissemination of the arts.

At the policy level, the most important is the general understanding about the purpose of art.

Public policy to encourage arts as an impetus for downtown revitalization and community development.

Must reach younger people and tap into policy through this direction.

Capital investment needed – public policy to support that

If the arts do not embrace community then public policy is negated – need for a voice that is not elitist

Future is participation in the arts for all people – which, in turn, should translate into larger advocacy support